

*Alan Muller* *KWANZA Hall*  
*Hand Shook* *06-R-1566*

**A RESOLUTION**

By: **COUNCILMEMBER HOWARD SHOOK** *F.H. Hg* *May Woodward*

**A RESOLUTION IN SUPPORT OF MARTA'S PROPOSED  
EFFORT TO IMPROVE THE PEACHTREE CORRIDOR  
SURFACE TRANSPORTATION VIA ESTABLISHMENT OF A  
DIRECT MARTA ROUTE ON PEACHTREE STREET, FROM  
BUCKHEAD THROUGH MIDTOWN TO DOWNTOWN  
ATLANTA; AND FOR OTHER PURPOSES.**

**WHEREAS**, MARTA Bus Route 23 travels on Peachtree Street from the Lenox Station in Buckhead south to the Arts Center Station in Midtown and Route 10 travels on Peachtree Street from the Arts Center Station south to the Five Points Station in Downtown; and

**WHEREAS**, people living or working on or near Peachtree Street's Route 23 between Roswell Road and I-85, and people shopping at Peachtree Battle, Brookwood Square, or Brookwood Place centers, or people at Shepherd Center, Piedmont Hospital, or Amtrak Station, and many other developments have to transfer if they wish to go to or from Downtown; and

**WHEREAS**, Similar situations exist for those along Peachtree's Route 10 if they wish to go to or from Buckhead; and

**WHEREAS**, there clearly needs to be direct (non transfer) surface transportation on Peachtree Street, from Buckhead through Midtown to Downtown; and

**WHEREAS**, this part of Peachtree Street is indisputably the most significant roadway in Atlanta; and

**WHEREAS**, Buckhead, Midtown and Downtown are three of Atlanta's most significant business nodes and are bisected by the Peachtree Corridor; and

**WHEREAS**, increased density of condo and rental residences, plus growth of office, retail and health facilities along this route, justifies revised public transportation service at this time; and

**WHEREAS**, Atlanta's campaign for increased tourism dictates that mobility be made easy for visitors such that they should be able to get on the bus on Peachtree to go to Downtown or Buckhead without having to transfer; and

**WHEREAS**, this proposal is endorsed by the Atlanta Convention and Visitors Bureau, Central Atlanta Progress, the Midtown Alliance, the Buckhead Coalition, Michael Robison, Chairman of Atlanta Streetcar, Inc., and others; and

**WHEREAS**, there would be increased cost because Route 10 does not now run on the same frequency as Route 23, the plan is predicated on increased patronage to help offset the shortfall; and

**WHEREAS**, the ideal arrangement would include dedicated equipment for this route so the buses could be painted a different color and given a special name perhaps the Peachtree Connector

**WHEREAS**, the Buckhead Coalition, and others would welcome an opportunity to help market such service; and

**WHEREAS**, MARTA staff recommends that this new service be initiated on a trial basis for a prescribed period.

**NOW THEREFORE, BE AND IT IS HEREBY RESOLVED THAT THE COUNCIL OF THE CITY OF ATLANTA: supports MARTA's proposed efforts to improve Peachtree Corridor surface transportation via establishment of a direct route on Peachtree Street, from Buckhead through Midtown to Downtown Atlanta.**

**BE IT FURTHER RESOLVED:** that the Municipal Clerk is hereby directed to forward a copy of this Resolution to the MARTA Chief Executive Officer and all members of the MARTA Board.